

## Franklin Simon &amp; Co.

Fifth Avenue, 37th and 38th Sts., New York.

*Customized Suit Room*

Presenting the Customized Suit to Madame in the Environment in Which She Would Expect to Find it.

*Customized Suit Room*

Madame May Select Her Suit in the Customized Suit Room Reserved Exclusively for Her.

*Customized Suits for Madame<sup>(REGISTERED)</sup>*

*Ready-to-Wear—Made in Our Own Fifth Avenue Studios  
At Half the Price Madame Pays Her Custom Tailor*

113—CHINOIS THREE-PIECE COSTUME SUIT, one-piece dress of veldyne with blouse of Chinois silk crepe, veldyne coat collared with gray squirrel fur; black with gray, navy blue with self color or gray, also Malay brown with beige; silk lined and interlined. 195.00

115—FUR COLLARED SUIT OF MOUSSYNE in black, navy blue or Malay brown with large and luxurious shawl collar of genuine beaver fur. Graceful coat with narrow string belt; lined with silk crepe and interlined; tailored straightline skirt. 145.00

117—CHINOIS SUIT OF MOUSSYNE in black, navy blue or Malay brown. The Chinois suit was not only created by Paris but is approved by the fashionable Parisienne. Soft, crushed collar and flaring sleeves are emphasized by smart stitching. Silk lined and interlined. Straightline skirt. 95.00



Sizes 14 to 20 years

50—MISSES' SUIT OF MOUSSYNE in navy blue, Malay brown, black or marabout, with muffler collar of genuine gray squirrel fur, detachable belt, silk lined and interlined; smartly tailored skirt. 68.00



Sizes 14 to 20 years

56—MISSES' SUIT OF MOUSSYNE in navy blue, Malay or tortoise shell brown, black or marmot, with youthful long coat sponsored by latest fashions; silk lined and interlined; straight pocketed skirt. 53.00

54—MISSES' CHINOIS SUIT OF EVORA in navy blue, black or brown, with large collar of genuine gray squirrel fur; rich hand embroidery on coat, flaring sleeves and cord fringed sash; silk lined and interlined. Smart tailored skirt. 165.00

Prompt Delivery Free, Anywhere in the United States  
Phone 6900 *Fitz Roy*

MISSSES' SUIT SHOP—Second Floor

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